WAMH Records Products (button art, catalogs, misc.) 2004, n.d.

Box 1 Folder 16

discretionary

2820 - OAS SS ¢

Poster:

750: $300 black over zero

Ask For

$81 for buttons

prog Guide = $28.70

$300

240

Ask for

$C649.70

buttons:

1,000 - 43.00

2,000 - $41 per thousand

budjet: $81 - for 2,000 buttons

Sticker:

100 = $96

500 stikes = $240

1000 = $360

250 = $125

buttons:

1000 $43.00

2000 = $82.00

$308

Pogram Guill $5 = x500 = $25

Poster: $300 - $750

$24 50

700

42

23.10

$300

$25

81

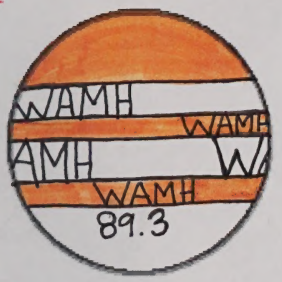
23,18

125

123 Stickers.com

Phone: 541-857-0123

sales@123stickers.com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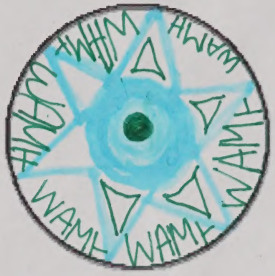
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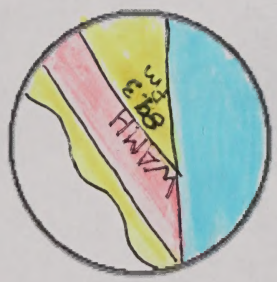
FM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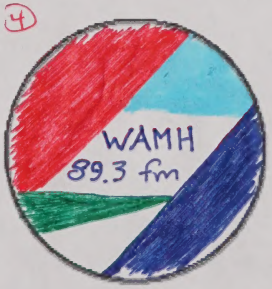

WAMH
89.3 fm

Time: Fall semester 2004

Targeted Audience: The Amherst student body as well as the surrounding town and the Pioneer Valley

Currently WAMH is the largest student organization on campus. WAMH is committed to providing Amherst College and the surrounding area with a quality music alternative as well as providing valuable information concerning public issues. In order to provide this service WAMH must have visibility both on and off campus. Without sufficient visibility the Amherst College population as well as the surrounding community will not be able to take full advantage of the services that WAMH provides.

This semester WAMH did not receive any money for publicity and promotions. As I understand it the lack of funding arose from ineffective communication as to what the publicity money was to be used for.

This is my second semester as Publicity and Programs director, and I am committed to making sure that WAMH has the visibility that it has lacked for the past few years. In order to increase WAMH's visibility, as well as to effectively inform the general public about the services provided by WAMH, I propose to enact the following:

Poster:
Publicity posters are WAMH's main advertising medium.
Quantity: 500,300 one sided black and white posters
Cost: $320, $270
Vendor:
Turley Publications
(413) 283-8393
Palmer, MA

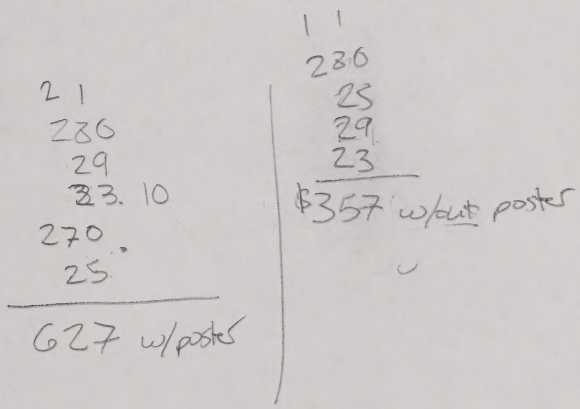
Program Guide:
The Program guide is the vehicle of communication between WAMH and Amherst College. It contains lists of the types of musical and sports shows available through WAMH as well as when these shows take place.
Quantity: 500
Cost: $25
Vendor: OAS

Buttons:
Currently WAMH is out of button making materials.
Buttons are worn by the indie rock hipster listeners of the radio station who consider them a fashionable, possibly even an essential, accessory. WAMH distributes these buttons at orientation to encourage first-years to get involved in WAMH as well as at concert venues to increase WAMH's visibility in the Pioneer Valley. It is less expensive to order them in bulk than to keep reordering.
Quantity: 500

9:00 Monday

Cost: $29 button making material
$ 23.10 graphics
Vendor (materials):
USA Buttons, Inc.
175 W. progress Dr.
West Bend, WI 53095
www.usabuttons.com
Vendor (graphics): OAS

Stickers:
Stickers are the most accessible and easily distributed promotion material. Stickers cover the walls of most concert venues. WAMH hasn't had a sticker in 5 years.
Quantity: 500 min
Cost: $280
Vendor: FirstFlash Linc



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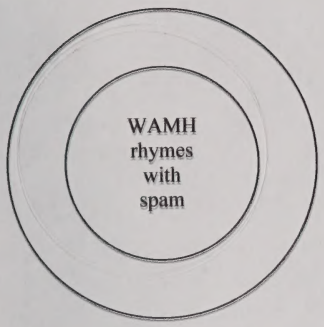
2026 Vanishing Cultures Campaign

https://archive.org/details/promotionalmater00unse_1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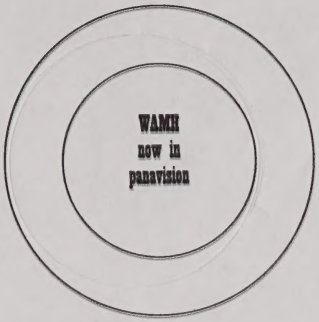
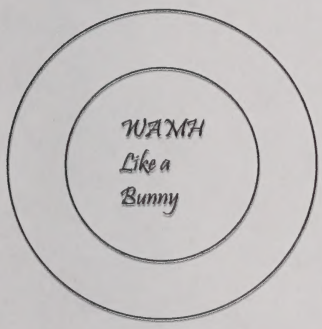
rhymes
with
spam


WAMH
now in
panavision

WAMH
I'll Meet
You
There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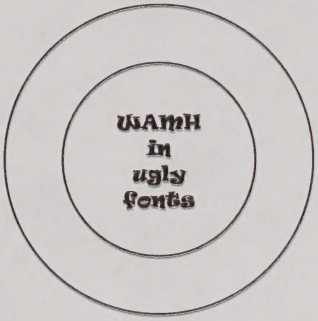
Like a
Bunny

WAMH
in one ear
and out the
other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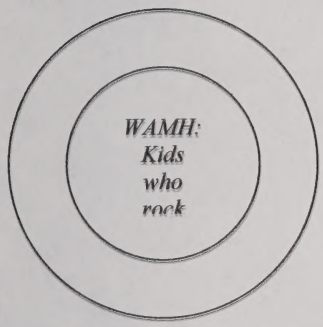
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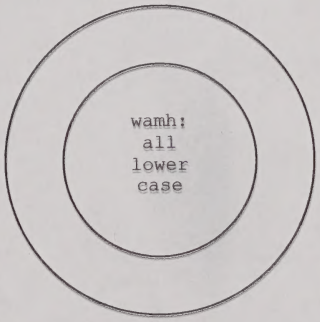
Kids
who
rock


wamh:
all
lower
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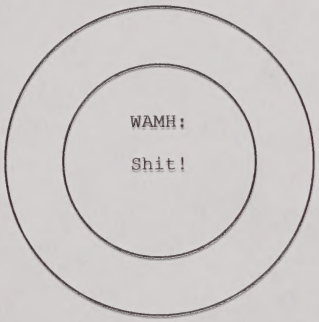
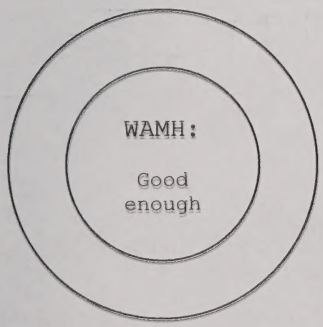

WAMH:
Shit!


WAMH:
Good
enough

wamh:
wewentdow
ntogether
downtothe
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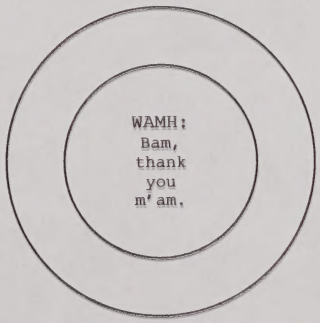
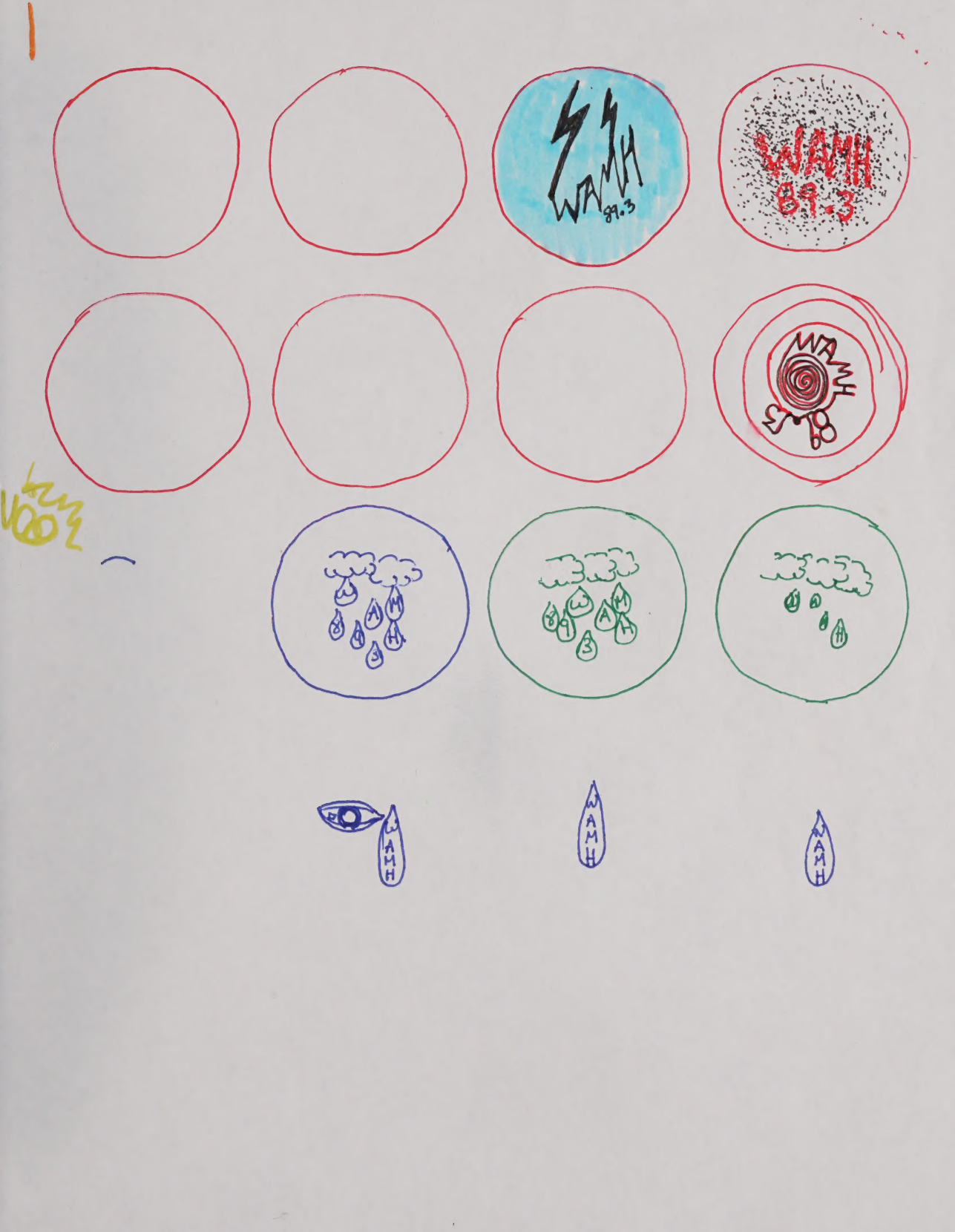

WAMH:
Bam,
thank
you
m'am.

Stickers: $280
button: $43
$23 graphics

propanguill $25

Posters: 320

4	$691	$371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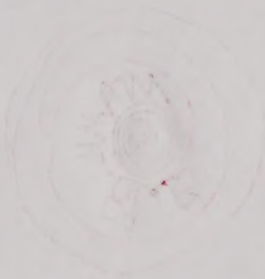

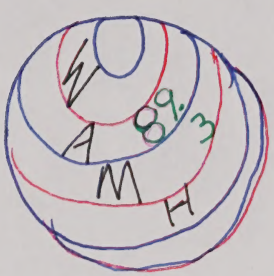
W
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WAMH
89.3

WATER
MAKES
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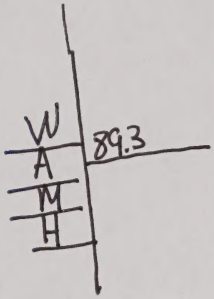
WET
WAMH 89.3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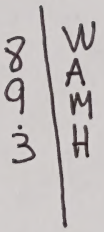
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WATER
MAKES ME
WET
WAMH
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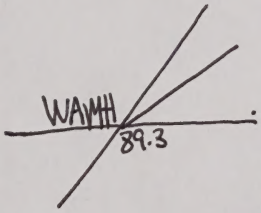
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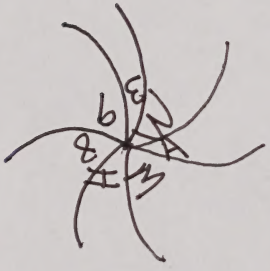
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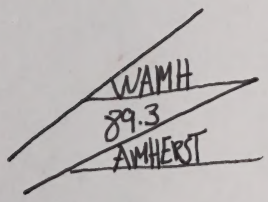
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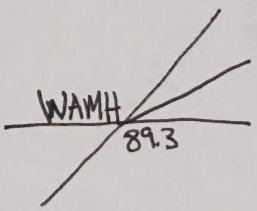
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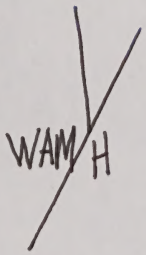
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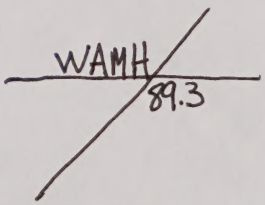
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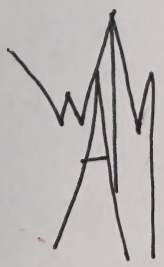
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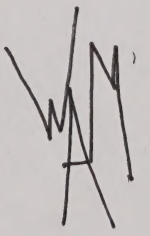
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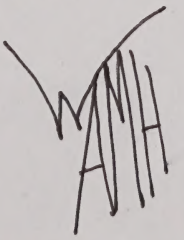
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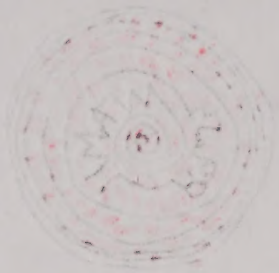

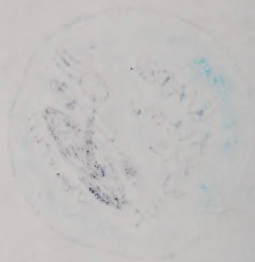
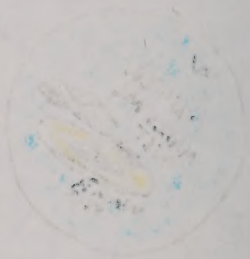

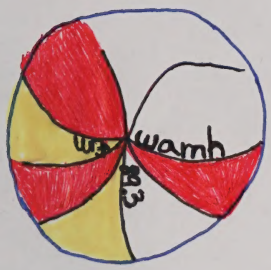
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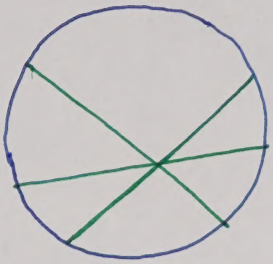

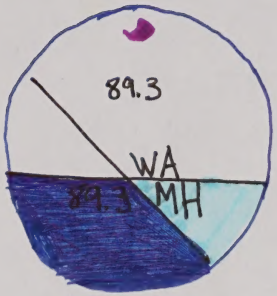
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WAMH
89.3 fm

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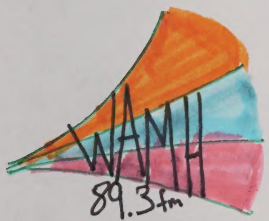
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WAMH
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AMHERST

WAMH
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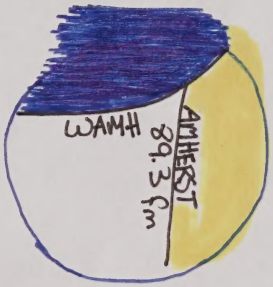
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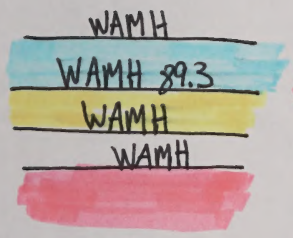
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WAMH 89.3
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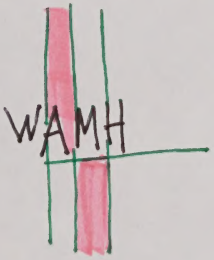
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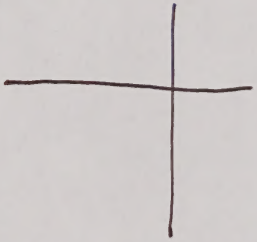

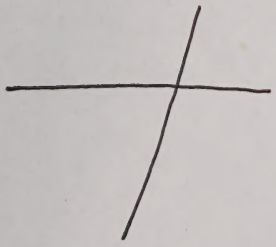

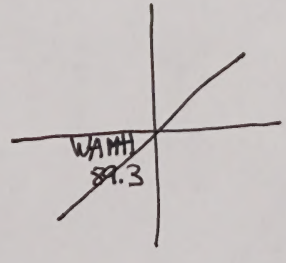
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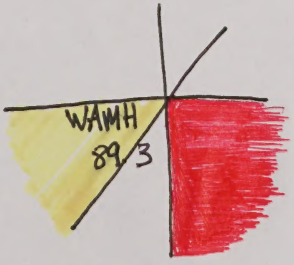
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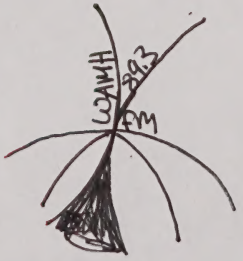
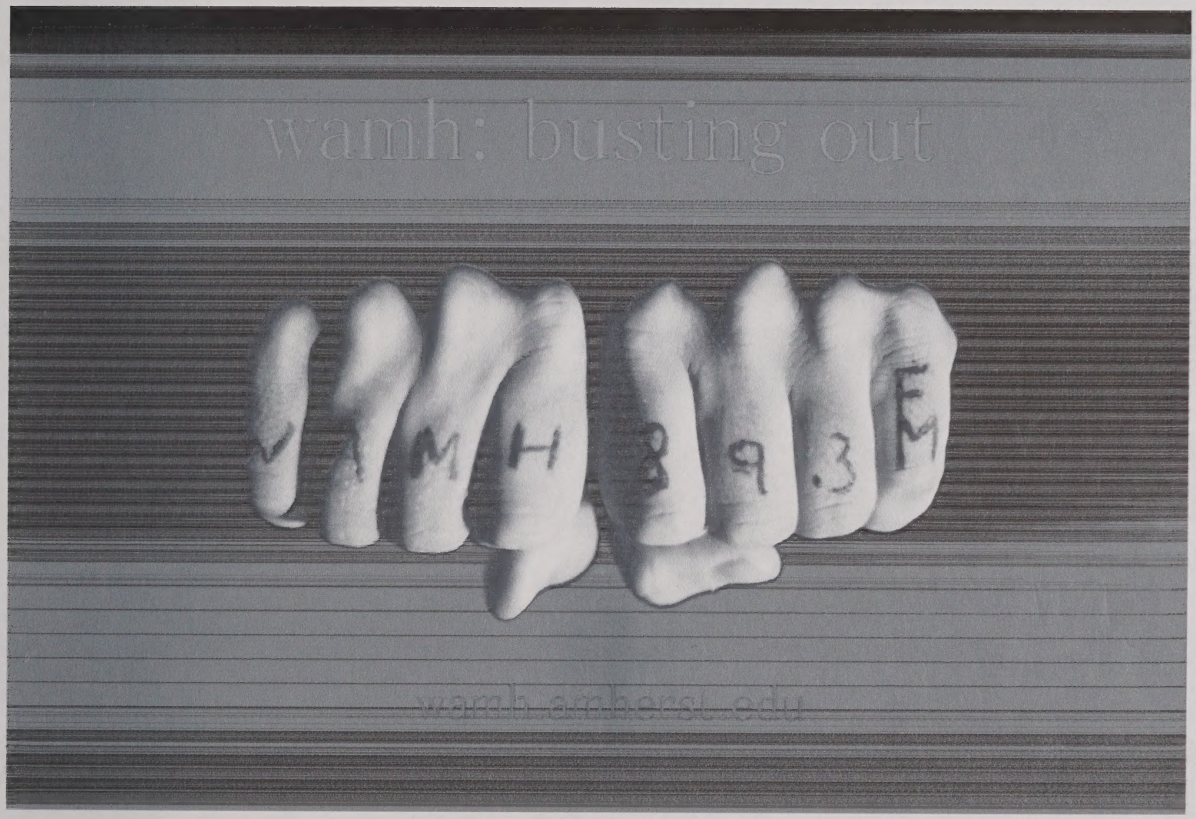
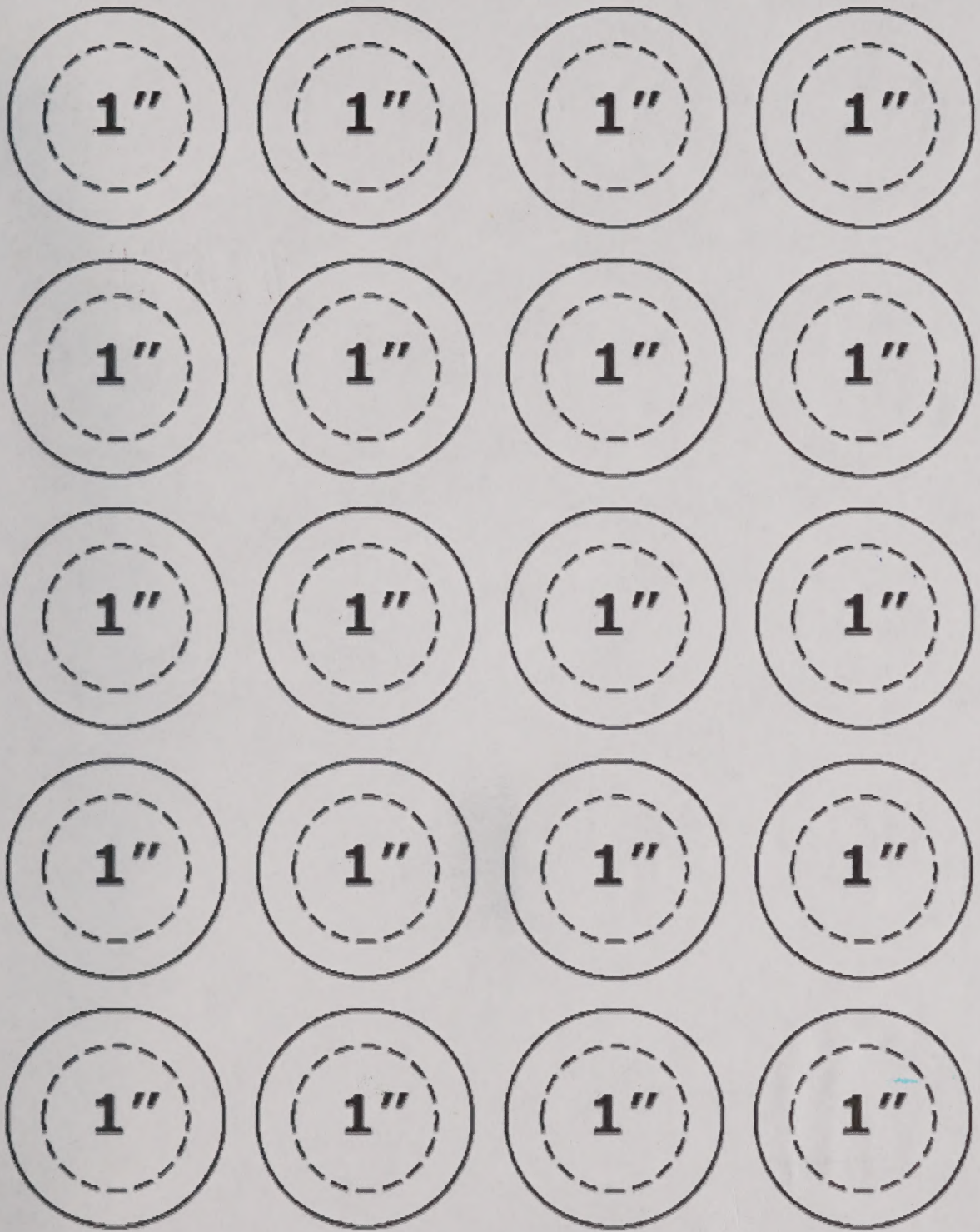

WAMH
89.3
FM


wamh: busting out
WAMH 89.3FM
wamh.amherst.edu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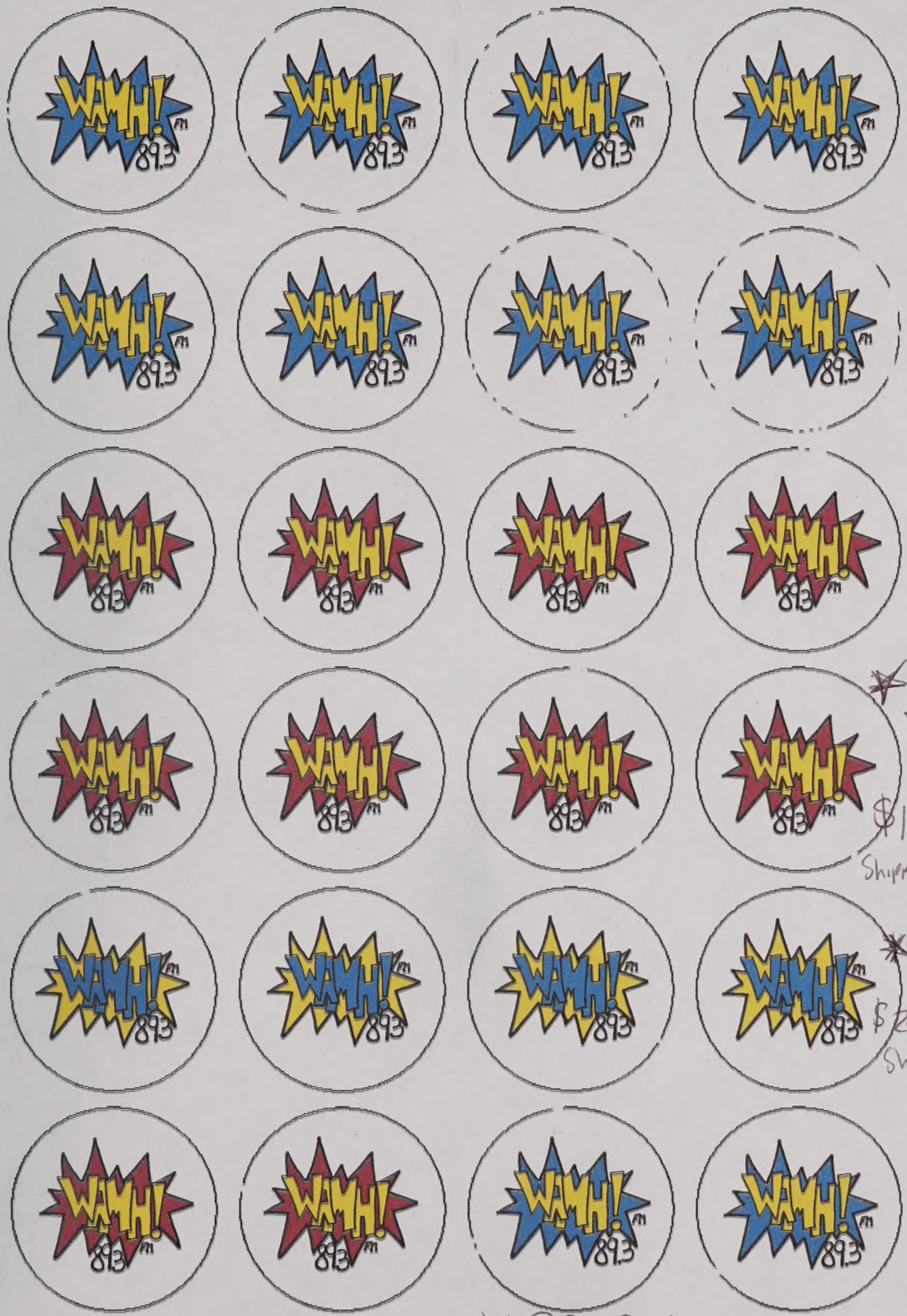

500
2x3
$131
Shipping 8

500
$260-280
Shipping 8

phil@firstflash.com

C. button material $29

e. stickers $280

program guide $25

$47

200 + $163 + $12 $175

REALLOCATION REQUEST FORM

AAS BUDGETARY COMMITTEE

INSTRUCTIONS. Fill out this form completely. No reallocation requests will be processed without this form. *Reallocations will only be made for line items previously approved in club budgeting or through discretionary requests.* You must meet with the AAS Treasurer to discuss your reallocation request; submit this form to the Treasurer at the reallocation meeting.

_____ (Name of Organization)

_____ (Name of Requestor)

_____ (Signature of Requestor)

_____ (Box) _____ (Phone) _____ (Email) _____ (Year)

ITEMIZATION OF REALLOCATION REQUEST

Source of Reallocation	Request Description (Provide citation of budget line item or discretionary request.)	Amount
Total		

For AAS Use

Received: _____ Approved / Denied Signature: _____

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2 colors: $131

WAMH 413 542 2224
button machine:

USA Buttons, Inc.
175 W. Progress Dr.
West Bend, WI 53095
(800) 777-4992
www.usabuttons.com

button size: 1 5/8 = 1.25 when complete

price 9/13/04
~~don't sell individual components~~

500- $29
1000- $43.00
2000- $41 per thousand.
(goes down 2 dollars per thousand)

OAS: 2528
9/04

8.5 X11 or 8.5 X14 black and white

10< 5 cents per copy
10> 3 cents
100> 2.5 cents
5 cents double sided

color:

55 cents per copy

Folding: $3.70 (pretty much for as much as you want copied)

First Flash: 1-800-213-5274

Oval stickers:
2 inch X 3inch

min: 500
3 colors $280

WAMH Sock Hop

When: Saturday
Where: Marsh
Time: 9:57

WAMH: there's nothing square about it

DJ MEETING

For new and potential DJs and anyone else who just wants to chill with the e-board

If this is you do the following:

1. Arrive at Keefe Campus center
   Tuesday October 4th at 5:57
2. Go down the stairs that lead to the
   campus center movie theater
3. to follow completion of
   1 and 2

WAMH: it's something to talk about

FREE TO RADIO STATIONS

You are free to broadcast and exploit anything you find at:

URBAN MUSIC

http://urbanmusic.sonicwaveintl.com

ROCK MUSIC

http://rockmusic.sonicwaveintl.com

2005 GRAMMY® Considerations Included!

Quote # 1572
1800 213-5274

163.00 + shipping

+$163.00
$14.00
$177.00

First Flash

$47

WAMH - 413-542-2224

Turley Publications
(413) 283-8393
Palmer, MA

**

size: 17x22
quantity: 500-750
color: B&W

500 :

1-sided

**

Bob Traverso — 1-800-824-5348 (259) ← Important

e-mail: btraverso@turley.com

- specifications
- what it's coming in on: CD, hard copy.

Sales Rep: John Fulton
(also responsible for all colleges in area)

- 500: $243 (black over zero)
  - $277 (color over zero)
- 750: $296 (black over zero)
  - $335 (color over zero)

100 - $220
500 - $320
300 - $270

- 5 working days
- CD or zip
  - complete files and fonts
  - hard copy

- they're on campus for the indicator
  - at least twice a month

**

better image:

- scan @ 200%
- flatten after you put in text
- email: graphics@turley.com

123 stickers.com
541-857-0123

CustomizedStickers.com
1-866-484-7450
800 346-1584

min: $250
250 : 2x4 239
1000: ~~3x4~~ 1x2 209 < 2 colors